Research Seminar
“Consumer Acceptance of New Service Technologies”
Technologie-orientiertes Management @ Marketing

12 LP

Prüfungsleistungen:
2 × Präsentation
2 × schriftliche Ausarbeitungen (Gruppenarbeit 2-3 Pers.)

Forschungsseminar zum Marketing

8 LP

3 Prüfungsleistungen:
Anteil mündlicher und schriftlicher Leistungen in Absprache mit dem Betreuer (Gruppenarbeit möglich)

Forschungsprojekt zum Marketing

4 LP

3 Prüfungsleistungen:
1 × Präsentation
2 × schriftliche Ausarbeitungen (Gruppenarbeit 3-4 Pers.)

Interdisziplinäres Seminar

2 LP

2 Prüfungsleistungen:
1 × Präsentation
1 × schriftliche Ausarbeitung (Gruppenarbeit 3-4 Pers.)

Klassisches Seminar zum Marketing
Goals and Tasks
<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off</td>
<td>08.04.2019</td>
</tr>
<tr>
<td><strong>Theory (library): Literature search</strong></td>
<td>08.04.2019</td>
</tr>
<tr>
<td><strong>Theory (library): Literature search</strong></td>
<td>09.04.2019</td>
</tr>
<tr>
<td><strong>Theory (Sohn): Literature &amp; RQ</strong></td>
<td>10.04.2019</td>
</tr>
<tr>
<td><strong>Theory (Sohn): Research design and data collection</strong></td>
<td>10.04.2019</td>
</tr>
<tr>
<td><strong>Theory (Sohn): Data collection and further tasks</strong></td>
<td>11.04.2019</td>
</tr>
<tr>
<td>Research proposal and allocation of reviews</td>
<td>30.04.2019</td>
</tr>
<tr>
<td><strong>1st written test performance:</strong> Review submission</td>
<td>10.05.2019</td>
</tr>
<tr>
<td><strong>1st oral test performance:</strong> Poster presentation</td>
<td>15.05.2019</td>
</tr>
<tr>
<td>Planning data collection (survey, interview guide)</td>
<td>23.05.2019</td>
</tr>
<tr>
<td>Feedback data collection</td>
<td>28.05.2019</td>
</tr>
<tr>
<td>Data collection</td>
<td>weeks 23-25</td>
</tr>
<tr>
<td><strong>Theory (Sohn): Data analysis and documentation</strong></td>
<td>26.06.2019</td>
</tr>
<tr>
<td><strong>2nd oral test performance:</strong> Presentation of research and first results</td>
<td>16.07.2019</td>
</tr>
<tr>
<td>Feedback and questions</td>
<td>17.07.2019</td>
</tr>
<tr>
<td><strong>2nd written test performance:</strong> Paper submission</td>
<td>01.11.2019</td>
</tr>
</tbody>
</table>
What to do exactly?

- 12 Leistungspunkte

Research Proposal and Response to Review
(Research proposal: 2 pages per group excl. references; poster presentation (incl. response to review: 15 min. per group)

Presentation of Research and First Results:
Power Point Presentation (20 minutes (!) per group)

Peer Review
(1 page per group)

Conference Paper
Manuscript (10 pages per group, see requirements for EMAC conference)
Goals at a glance

**KNOWLEDGE:** develop your knowledge on the marketing research process and on technology usage for customer interaction

**COMMUNICATION AND COOPERATION:** develop your independent way of working and learn how to cooperate with colleagues of different backgrounds; learn how to present and explain complex research designs and results

**PROFESSIONAL ATTITUDE:** learn how to defend research findings and how to give and receive feedback in an academic context; learn how to develop preliminary findings
Requirements

- Technologie-orientiertes Management
- Knowledge in empirical research (e.g., empirical bachelor thesis)
- Fun, engagement and enough time

- Please apply until 15th February 2019: motivation letter and evidence for empirical research knowledge
Questions and Answers